

Cider/Perry in Australia

July 2023

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Cider/Perry in Australia - Category analysis

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2022 DEVELOPMENTS

On-trade rebound tempered by economic pressures
Total volume growth, as cider benefits from the easy drinking trend
Provenance and local trends driving growth opportunities

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Better-for-you trend expected to drive innovation
Cider to face increasing competition from RTDs
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Alcoholic Drinks in Australia - Industry Overview

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